JIX 7711

what consumer input ?
consumer input re: 23/24/24.8
105 100
as stubs ?
as packs ?
re: length 83/85 ?
re: package RCB-4/RCB-2/FTB ?
re: graphics
name : Short Cuts
other considerations ?

who are consumers ?
what smoking now ?
full, light, menthol

volume/store projections:
how compare to current big ?

pricing considerations ?
same as 100's ?
premium ?
promotional price ?

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Source: https://www.industrydocuments.ucsf.edu/docs/xqwy0004